

**CITY OF EUGENE COMMUNITY SURVEY
CONDUCTED FOR
THE CITY OF EUGENE**

December, 2006



**ADVANCED MARKETING
RESEARCH INC.**

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EXECUTIVE SUMMARY

IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 60% of respondents feel Eugene is headed in the right direction, up from 50% last year, while 22% feel Eugene is generally headed in the wrong direction. 18% are unsure.

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Education and crime top the list of problems identified by respondents. 13% mentioned education, and 12% mentioned crime. Concern with city growth problems is at 9%, and concern with police issues and with traffic are each at 8%.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Friendly people tops the list of what people like most about living in Eugene, mentioned by 13% of respondents. Scenery/terrain is second with 12%, followed by outdoor recreation (11%), central location (11%), climate/weather (10%), and size of the city (10%).

SATISFACTION WITH CITY SERVICES (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. About three-quarters of respondents (76%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.

COMMUNITY OUTCOMES (Q6-Q43)

Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.6 and 4.6 for importance (on a five-point scale). Topping the list for importance are “preventing crime,” “minimizing loss of life and property due to emergencies,” and “value for tax dollars spent.” All of the outcomes were rated between 2.9 and 4.2 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

“Supporting the arts,” “achieving compact urban growth,” and “encouraging a vital downtown” have decreased in importance since 2000. “Supporting youth and child development,” “protecting the environment,” providing safe buildings and infrastructure,” “providing access to reading and reference materials” and “providing parks and open space” have increased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts.” The largest gaps between perceived importance and perceived performance occurred for “developing job opportunities” and “providing good value for tax dollars spent.” Large gaps also occurred for “preventing crime,” “youth and child development,”

“minimizing loss of life due to emergencies,” “improving neighborhoods,” and “encouraging a vital downtown.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs” as the reason. Those who gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done,” and “schools are under-funded” as reasons. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “moving in the wrong direction” as the reason.

POPULATION GROWTH IN EUGENE (Q44)

Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is “too fast” almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to 30% in 2004, where it remains this year (31%) after a rise to 40% last year.

ECONOMIC OPPORTUNITY IN EUGENE (Q45)

73% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 20%, down from 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.

CITY’S ROLE IN ECONOMIC DEVELOPMENT (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 79% feel the City should take an active role helping local businesses create and retain jobs (no change from 2005). 79% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (no statistical change from 2005). 69% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (up from 62% in 2005). 55% feel the City should provide tax incentives to businesses creating new jobs (no change from 2005). 51% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (no change from 2005). 49% feel the City should provide financial support to businesses in targeted areas, such as Downtown (no change from 2005).

PUBLIC SAFETY (Q52-Q55)

91% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 67% feel “very” or “somewhat” safe walking alone in business areas after dark. 18% feel “very” safe after dark in business areas, down from 33% in 2005. 61% feel “very” safe after dark in their neighborhood, the same as in 2005.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=80) mainly cite a perceived increase in the number of crimes (21%), homeless or transient people (20%), basic insecurity (19%), or strange people/bad area (18%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=26) mainly cite basic insecurity (31%), or strange people/bad area (27%).

NEIGHBORHOOD ASSOCIATIONS (Q56-Q57)

67% are aware of their neighborhood association, up from 54% in 2005. An additional 2% are aware of neighborhood associations, but report that theirs is inactive. 31% are not aware of their neighborhood association, down from 41% in 2005.

70% of those who are aware of an active neighborhood association (n=293) feel the neighborhood association is having a positive impact on their neighborhood. 14% do not feel there is a positive impact, while 16% are unsure.

CITY’S ENVIRONMENTAL PRACTICES (Q58-Q59)

Nearly half (48%) of respondents say that it is very important that the city engage in environmentally sustainable practices, while only 7% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.2, compared to a mean rating of 3.5 for the city’s performance in this category.

LEVEL OF BEING INFORMED (Q60)

73% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 21% feel they are “well informed.”

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q61-Q65)

56% of respondents read their neighborhood newsletter in the past year, up from 46% in 2005. 36% visited the City Website on the internet in the past year (up from 24% in 2005). 30% watched government access TV in the past year (down from 37% in 2005). 13% watched “Working City.” 26% did none of the above activities.

CITY PUBLICATIONS (Q66-Q72)

More respondents recalled receiving the Recreation Guide than any other City publication. 81% of the respondents said they received the City’s Recreation Guide in the past year, 62% said they received Stormwater Connections, 59% reported receiving Eugene Outdoors, 42% said they received Library Matters, 37% said they received Ovation (up from 27% in 2005), 34% reported receiving the Parks Map (down from 43% in 2005), and 27% said they received the Bike Map (down from 34% in 2005).

INTERNET ACCESS (Q73)

79% of respondents have internet access at home, up from 64% in 2005.

CITIZEN PARTICIPATION (Q74)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 65% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input.

CITY GOVERNMENT (Q75)

Respondents were asked if they are satisfied with city government in Eugene. 61% say they are “very” or “somewhat” satisfied with city government in Eugene. 27% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2005 data.

DOWNTOWN EUGENE (Q76)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 36% are “very” or “somewhat” satisfied with Downtown Eugene (down from 49% in 2005), and 56% are “very” or “somewhat” dissatisfied (up from 44% in 2005).

COMMUNITY SURVEY FOR THE CITY OF EUGENE December, 2006

PURPOSE OF THE STUDY

The purpose of this study is to assist the City of Eugene in determining community perceptions regarding the quality of life and the quality of city services in Eugene.

METHODOLOGY

Advanced Marketing Research was hired to conduct the research project in order to obtain unbiased and statistically valid results.

Using questions proposed by the City of Eugene, Advanced Marketing Research designed a questionnaire instrument to be administered by telephone. The sampling frame consisted of a list of Eugene residents purchased from KM Lists (a company which provides random sample lists of residents drawn from a variety of sources) and overlaid with registered voter information (where applicable) by Labels and Lists (a company which provides voter registration lists only). 401 interviews were completed. The sample was stratified to reflect population demographics of Eugene. Telephone interviews were conducted between December 1 and December 14, 2006.

Proper data analysis techniques were employed by Advanced Marketing Research to avoid introducing unnecessary error and bias into the study. These include, but are not limited to the following: use of computer assisted telephone interviewing (trained interviewers input the data into the computer as it is collected), selecting the sample using random means, attempting to call each phone number ten to fifteen times, conducting 400 interviews in order to achieve a plus or minus 4.5% bound on error, and validating a minimum of 10% of each interviewer's work.

COMPARING STUDIES FROM YEAR TO YEAR

The minimum difference required for statistical significance in comparison of percentages for two groups of 400 each is 7 percentage points. So, to compare the response of a question asked of 400 respondents in one year to the response of the same question asked of 400 respondents in a different year, we are 95% certain that the answers are significantly different if they vary by at least 7 percentage points.

**MINIMUM DIFFERENCE IN PERCENTAGE POINTS REQUIRED FOR
STATISTICAL SIGNIFICANCE IN COMPARISON OF REPORTED
PERCENTAGES FOR SUBGROUPS WITH 95% CONFIDENCE**

<u>Subsample</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>	<u>600</u>
50	20%	17%	16%	15%	15%	15%	15%	15%	15%	15%	15%
100		14%	13%	12%	12%	11%	11%	11%	11%	11%	11%
150			11%	11%	10%	10%	10%	9%	9%	9%	9%
200				10%	9%	9%	9%	8%	8%	8%	8%
250					9%	8%	8%	8%	8%	8%	7%
300						8%	8%	7%	7%	7%	7%
350							7%	7%	7%	7%	6%
400								7%	7%	7%	6%
450									7%	6%	6%
500										6%	6%
600											6%

Minimums are for reported percentages near 50%. When much smaller or much larger percentages are reported, a slightly smaller minimum is required.

RESPONSE RATE

Of the 552 qualified respondents reached by telephone, 401 interviews were completed, for a response rate of 73%. The overall breakdown of numbers dialed is as follows:

	<u>2006</u>	<u>2005</u>	<u>2004*</u>	<u>2003</u>	<u>2002</u>
Refusals	151	232	274	100	200
Disconnects	454	420	974	40	124
Answering Machine	604	299	244	200	367
Fax Machine	34	17	146	5	13
Businesses	10	18	441	3	11
No Answer	125	266	178	231	426
Call Backs	57	18	145	34	33
Spanish Speaking Barrier	4	12	n.a.	0	3
Other Language Barrier	6	15	12	0	0
No Qualified Respondent	33	66	77	8	67
Completed Interviews	<u>401</u>	<u>401</u>	<u>401</u>	<u>401</u>	<u>400</u>
Total Numbers Dialed	1,879	1,764	2,892	1,022	1,644

* Random Digit Dialing Used (Oregon Survey Research Lab)

TESTS FOR DIFFERENCES BETWEEN PROPORTIONS

When looking at the data tables, differences between percentage amounts can be misleading, and statistical tests must be conducted to determine if the differences are statistically significant. The computer makes these calculations for us, and the results are occasional plus or minus signs at the bottom of certain cells. These indicate that those answers are more different from everybody else's answers than could be expected due to chance, given the sample sizes involved. Plus signs are used if the group picks that answer *more* often than everyone else; minus signs if it is *less* than everyone else. The number of plus or minus signs indicates the level of statistical significance. One means the 90% level, two the 95% level, and three the 99% level. For example, two plus signs would mean that you can be 95% sure that the people represented by that group really would pick that answer more often than the people represented by the rest of the sample. It should be noted that this test can only be done for banner columns that contain at least 30 people. Because of this requirement, it is possible that the test will be done for some banner columns on a table and not for others.

NOTES ON CHI SQUARE

The chi square value and its associated probability are printed beneath the first column in each banner heading. The probability (p=.xxx) indicates the probability that the heading and row variables are *not* related is .xxx. For example, a .05 probability of not being related means a 95% chance of being related.

NOTES ON STRATIFICATION BY WARD

Prior to 2002, the survey sample was drawn from registered voters within the City of Eugene. Since 2002 the sample has been drawn from all residents (not just voters) within the City of Eugene. The following table shows actual population of voters by Ward, the proportion of each ward in the random sample list used for phoning, and how the actual sample distribution in each Ward occurred. (Voter population information was obtained from the Lane County Elections Division, November 2006.)

<u>Ward</u>	<u>Voter Population Size</u>	<u>Voter Population %</u>	<u>List %</u>	<u>Sample %</u>
One	10,779	13%	13%	11%
Two	12,427	15%	14%	16%
Three	9,421	11%	8%	9%
Four	10,447	12%	12%	12%
Five	11,296	13%	14%	13%
Six	10,928	13%	15%	14%
Seven	9,423	11%	12%	13%
Eight	9,886	12%	12%	11%

QUOTAS OBSERVED

The following quotas were targeted in the data collection process.

	Males	48-52%		
	Females	48-52%		
	18-24	20-24%		
	25-34	17-21%		
	35-44	15-19%		
	45-54	16-20%		
	55-64	7-11%		
	65+	13-17%		
Ward One	11-15%	Ward Five	11-15%	
Ward Two	13-17%	Ward Six	11-15%	
Ward Three	8-12%	Ward Seven	9-13%	
Ward Four	10-14%	Ward Eight	10-14%	

BOUND ON ERROR

SEX	SAMPLE SIZE		Bound on Error at 95% Confidence Level
	Frequency	Percent	
Male	205	51%	6.3%
Female	196	49%	6.4%
AGE			
18-24	40	10%	14.2%
25-34	90	22%	9.5%
35-44	77	19%	10.2%
45-54	56	14%	12.0%
55-64	62	15%	11.4%
65 +	75	19%	10.4%
OWN/RENT			
Own	269	67%	5.5%
Rent	130	32%	7.9%
INCOME			
Under \$15,000	35	9%	15.2%
\$15,000-\$24,999	41	10%	14.0%
\$25,000-\$34,999	48	12%	13.0%
\$35,000-\$49,999	78	19%	10.2%
\$50,000-\$74,999	76	19%	10.3%
\$75,000 or more	91	23%	9.4%
WARD			
One	44	11%	13.5% **
Two	64	16%	11.2%
Three	36	9%	15.0%
Four	50	12%	12.7%
Five	54	13%	12.2%
Six	55	14%	12.1%
Seven	52	13%	12.5%
Eight	46	11%	13.2%
TOTAL	401	100%	4.5% *

* What this means is that we are 95% certain the mean response of the entire population of Eugene residents lies within (plus or minus) 4.5% of the survey response.

** We are 95% certain the mean response of the entire population of residents in Ward One lies within (plus or minus) 13.5% of the survey response.

DEMOGRAPHIC BREAKDOWN BY YEAR

Age	2006	2005	2004	2003	2002	POP. *
18-24	10%	11%	8%	20%	22%	22%
25-34	22	17	15	18	19	19
35-44	19	17	17	17	17	17
45-54	14	20	22	18	18	18
55-64	15	13	17	12	9	9
65 and over	19	21	21	14	15	15
Home Ownership	2006	2005	2004	2003	2002	POP. *
Own	67%	58%	66%	48%	53%	52%
Rent	32	41	33	53	46	48
Children Under 18?	2006	2005	2004	2003	2002	POP *
Yes	38%	38%	33%	34%	31%	28%
No	62	62	67	66	69	72
Income**	2006	2005	2004	2003	2002	POP. *
Under \$15,000	9%	14%	10%	15%	21%	21%
\$15,000-\$24,999	10	18	12	19	10	14
\$25,000-\$34,999	12	18	16	13	15	14
\$35,000-\$49,999	19	15	15	15	16	17
\$50,000-\$74,999	19	11	18	14	15	17
\$75,000 and over	23	15	21	9	10	18
Refused	12	9	7	16	12	n.a.
Gender	2006	2005	2004	2003	2002	POP. *
Male	51%	53%	41%	52%	56%	49%
Female	49	47	59	48	44	51
Voter/Non-Voter	2006	2005	2004	2003	2002	
Voter	76%	65%	n.a.	62%	69%	
Non-Voter	24	35	n.a.	38	31	
Race/Ethnicity	2006	2005	2004	2003	2002	POP. *
White	94%	92%	93%	93%	90%	88%
Hispanic	2	2	2	2	2	5***
African American	<1	1	0	<1	1	1
Asian/Pacific Islander	1	1	2	1	4	
American Indian/Alaskan	1	<1	1	<1	1	1
Multi-Racial	1	0	2	1	1	4

* 2000 Eugene Population Characteristics, Oregon Census Abstract.

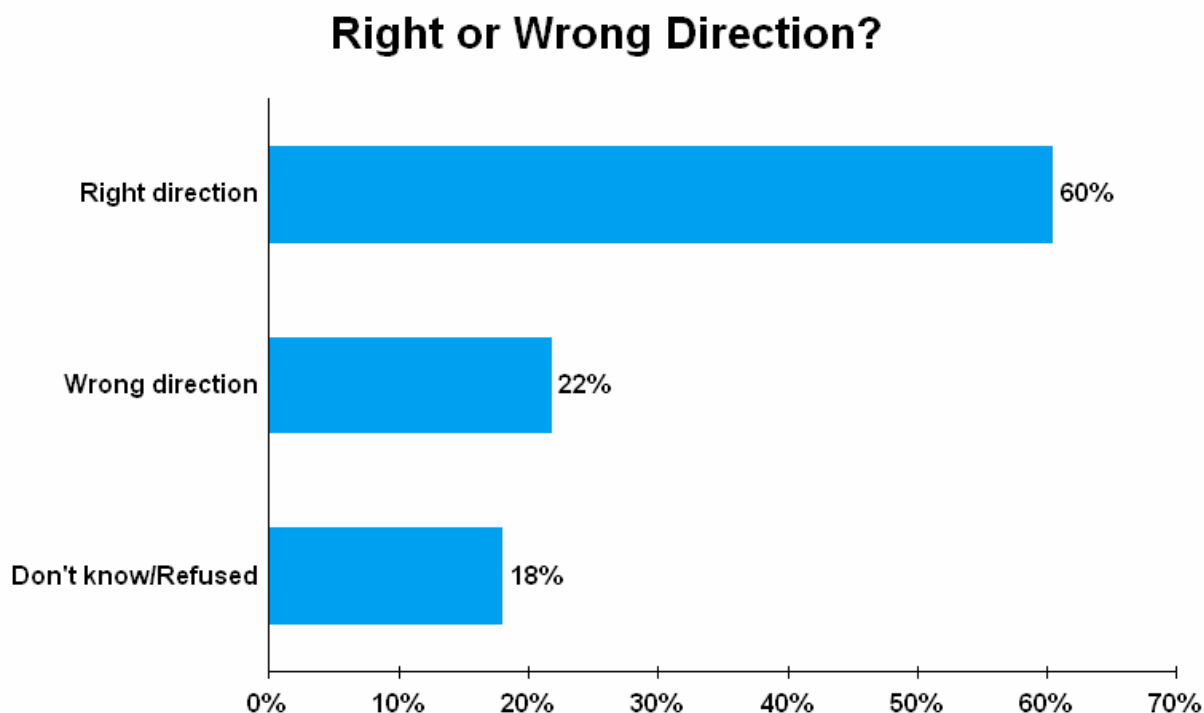
** The first four income categories were changed in 2002.

*** "Hispanic" in the Census Data can be any race, and does not appear as a category under "Race."

ANALYSIS OF DATA

IS EUGENE HEADED IN THE RIGHT DIRECTION? (Q2)

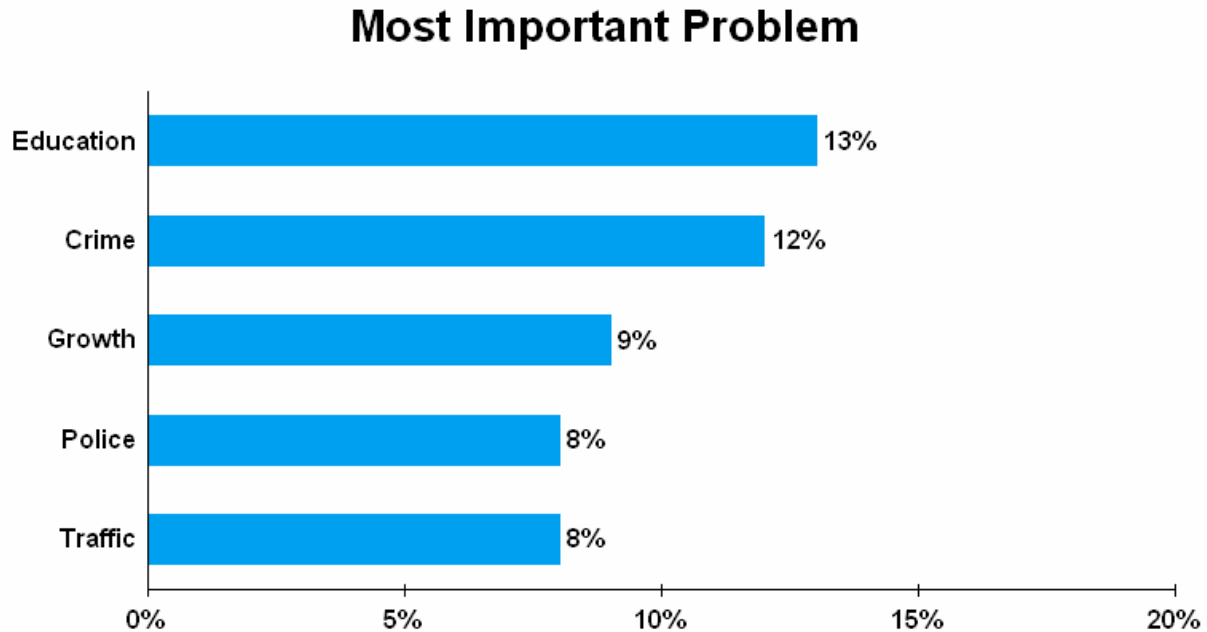
Respondents were asked if things in the community are generally going in the right direction, or generally heading in the wrong direction. 60% of respondents feel Eugene is headed in the right direction, up from 50% last year, while 22% feel Eugene is generally headed in the wrong direction. 18% are unsure.



	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Right direction	60%	50%	59%	58%	54%	53%	64%	68%	65%
Wrong direction	22	27	33	23	30	34	22	20	25
Don't know	18	22	9	19	16	13	13	12	11

MOST IMPORTANT PROBLEM FACING EUGENE (Q3)

Education and crime top the list of problems identified by respondents. 13% mentioned education, and 12% mentioned crime. Concern with city growth problems is at 9%, and concern with police issues and with traffic are each at 8%.



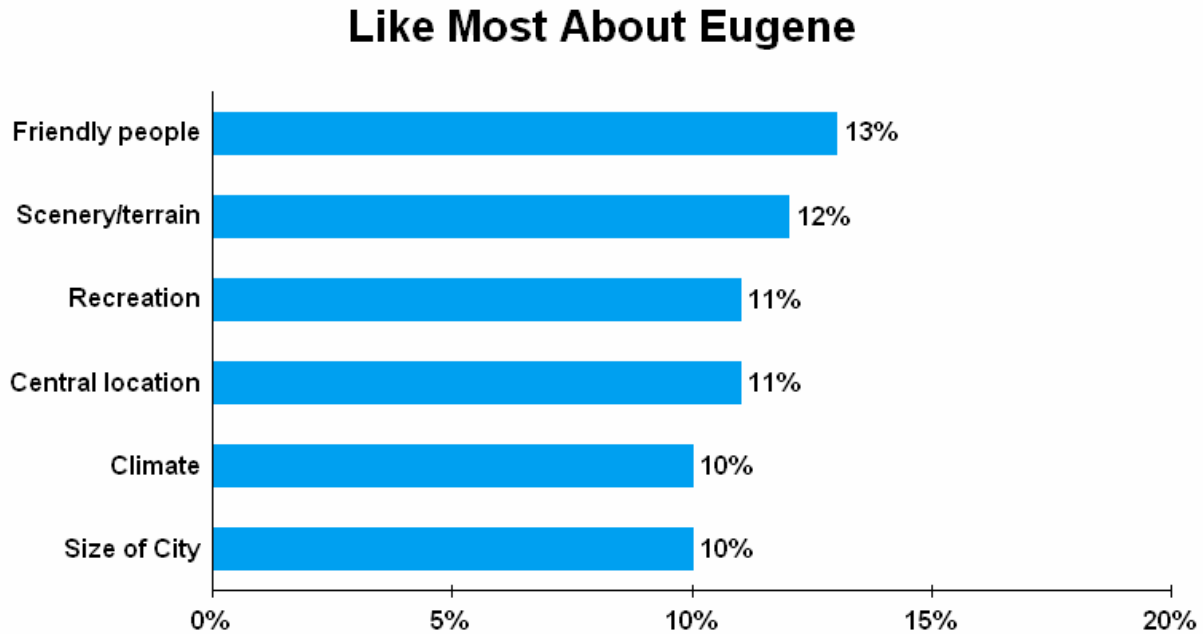
Multiple responses possible.

	<u>2006</u>		<u>2005</u>		<u>2004</u>
Education issues	13%	Crime/Gangs/Drugs	14%	Economic develop.	13%
Crime/Gangs/Drugs	12	Education issues	10	Homelessness/pov.	11
City growth problems	9	City growth problems	8	Government issues	11
Police issues	8	Traffic	8	Unemployment	7
Traffic	8	Homeless	8	School funding	7

Females are *more* concerned than males with education issues. Registered voters and Ward Three residents are *more* concerned than others with city growth problems.

LIKE MOST ABOUT LIVING IN EUGENE (Q4)

Friendly people tops the list of what people like most about living in Eugene, mentioned by 13% of respondents. Scenery/terrain is second with 12%, followed by outdoor recreation (11%), central location (11%), climate/weather (10%), and size of the city (10%).



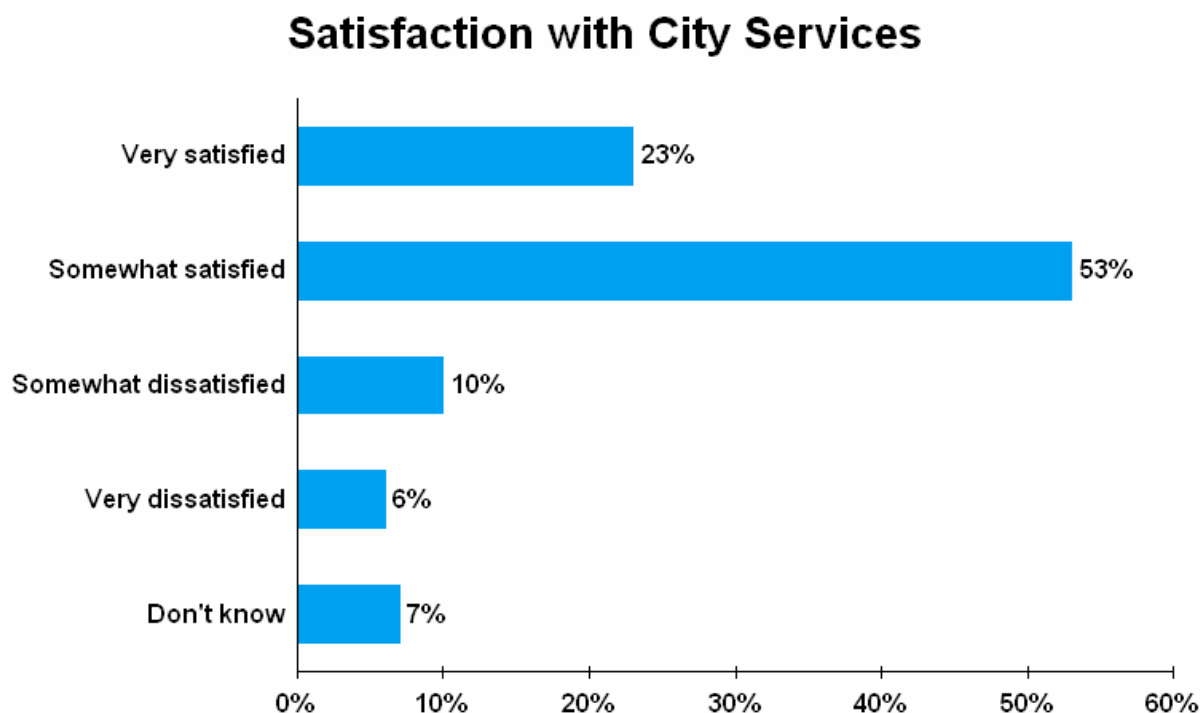
Multiple responses possible.

	<u>2006</u>		<u>2005</u>		<u>2004</u>
Friendly people	13%	Central location	14%	Community atmos.	13%
Scenery/terrain	12	Friendly people	12	Environment	11
Outdoor recreation	11	Climate/weather	11	Friendly people	10
Central location	11	Size of city	9	Diversity	8
Climate & Size	10	Scenery/Terrain	9	Climate/weather	8

Seniors and Ward Five residents are *more* likely than others to like the climate most. Those who rarely or never vote are *more* likely than others to appreciate the diversity most.

SATISFACTION WITH CITY SERVICES (Q5)

Respondents were asked if they are generally satisfied or dissatisfied with the overall level of services provided by the City of Eugene government. About three-quarters of respondents (76%) are very satisfied or somewhat satisfied with the overall level of services provided by the City of Eugene, similar to 74% in 2005, 79% in 2004, 74% in 2003, and 78% in 2002, but down from 87% in 2001 and 85% in the two years previous to that.



	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Very satisfied	23%	20%	22%	25%	28%	31%	32%	39%	28%
Somewhat satisfied	53	54	57	49	50	56	53	46	51
Somewhat dissatisfied	10	10	16	12	12	7	6	7	13
Very dissatisfied	6	8	4	7	5	2	4	4	5
Don't know	7	7	1	7	5	4	4	3	4
Very/Somewhat satisfied	76%	74%	79%	74%	78%	87%	85%	85%	79%

COMMUNITY OUTCOMES (Q6-Q43)

Respondents were asked to rate several community outcomes, for both importance and for how well the community is doing at achieving the outcomes. All of the outcomes were rated between 3.6 and 4.6 for importance (on a five-point scale). Topping the list for importance are “preventing crime,” “minimizing loss of life and property due to emergencies,” and “value for tax dollars spent.” All of the outcomes were rated between 2.9 and 4.2 for performance (on a five-point scale). Topping the list for performance are “providing access to reading and reference materials,” and “providing parks and open space.”

“Supporting the arts,” “achieving compact urban growth,” and “encouraging a vital downtown” have decreased in importance since 2000. “Supporting youth and child development,” “protecting the environment,” providing safe buildings and infrastructure,” “providing access to reading and reference materials” and “providing parks and open space” have increased in performance ratings since 2000.

Every outcome tested received higher or equal scores for importance than for performance except “supporting the arts.” The largest gaps between perceived importance and perceived performance occurred for “developing job opportunities” and “providing good value for tax dollars spent.” Large gaps also occurred for “preventing crime,” “youth and child development,” “minimizing loss of life due to emergencies,” “improving neighborhoods,” and “encouraging a vital downtown.”

Those who gave low performance ratings to “developing job opportunities” mainly cited “unemployment/low-paying jobs” as the reason. Those who gave low performance ratings to “providing good value for tax dollars spent” mainly cited “poor money management/waste” as the reason. Those who gave low performance ratings to “supporting youth and child development” mainly cited “not enough being done,” and “schools are under-funded” as reasons. Those who gave low performance ratings to “encouraging a vital downtown” mainly cited “moving in the wrong direction” as the reason.

Prevent crime

	Importance	Performance	Difference
2006	4.6	3.2	1.4
2004	4.5	3.3	1.2
2002	4.4	3.4	1.0
2000	4.4	3.4	1.0

Minimize loss of life/property due to emergencies

	Importance	Performance	Difference
2006	4.6	3.8	0.8
2004	4.5	4.3	0.2
2002	4.4	3.9	0.5
2000	4.5	3.9	0.6

Provide good value for tax dollars spent

	Importance	Performance	Difference
2006	4.6	3.1	1.5
2004	4.6	3.2	1.4
2002	4.5	2.9	1.6
2000	4.6	3.0	1.6

Support youth and child development

	Importance	Performance	Difference
2006	4.5	3.5	1.0
2004	4.5	3.7	0.8
2002	4.5	3.3	1.2
2000	4.5	3.1	1.4

Protect the environment

	Importance	Performance	Difference
2006	4.4	3.8	0.6
2004	4.4	3.7	0.7
2002	4.5	2.9	1.6
2000	4.5	3.0	1.5

Develop job opportunities

	Importance	Performance	Difference
2006	4.4	2.9	1.5
2004	4.5	2.7	1.8
2002	4.4	2.6	1.8
2000	4.3	3.0	1.3

Provide safe buildings and infrastructure

	Importance	Performance	Difference
2006	4.4	3.8	0.6
2004	4.3	3.9	0.4
2002	4.2	3.5	0.7
2000	4.3	3.5	0.8

Provide access to reading and reference materials

	Importance	Performance	Difference
2006	4.2	4.2	0.0
2004	4.2	4.2	0.0
2002	4.1	3.9	0.4
2000	4.4	3.5	0.9

Provide an efficient transportation system

	Importance	Performance	Difference
2006	4.2	3.8	0.4
2004	4.1	3.7	0.5
2002	4.0	3.7	0.5
2000	4.3	3.8	0.5

Provide parks and open space

	Importance	Performance	Difference
2006	4.1	4.0	0.1
2004	4.1	4.0	0.1
2002	4.2	3.8	0.4
2000	4.3	3.6	0.7

Encourage cultural diversity and tolerance

	Importance	Performance	Difference
2006	4.1	3.6	0.5
2004	4.2	3.5	0.7
2002	4.0	3.7	0.3
2000	4.2	3.6	0.6

Improve neighborhoods

	Importance	Performance	Difference
2006	4.0	3.2	0.8
2004	4.1	3.4	0.7
2002	3.8	3.2	0.6
2000	4.0	3.1	0.9

Promote a sense of community

	Importance	Performance	Difference
2006	4.0	3.6	0.4
2004	4.1	3.6	0.5
2002	3.9	3.4	0.5
2000	4.2	3.4	0.8

Provide recreation opportunities

	Importance	Performance	Difference
2006	3.9	3.8	0.1
2004	3.8	4.0	0.2
2002	3.9	3.6	0.3
2000	4.0	3.6	0.4

Encourage a vital downtown

	Importance	Performance	Difference
2006	3.7	2.9	0.8
2004	3.7	3.2	0.5
2002	4.0	3.2	0.8
2000	4.0	2.8	1.2

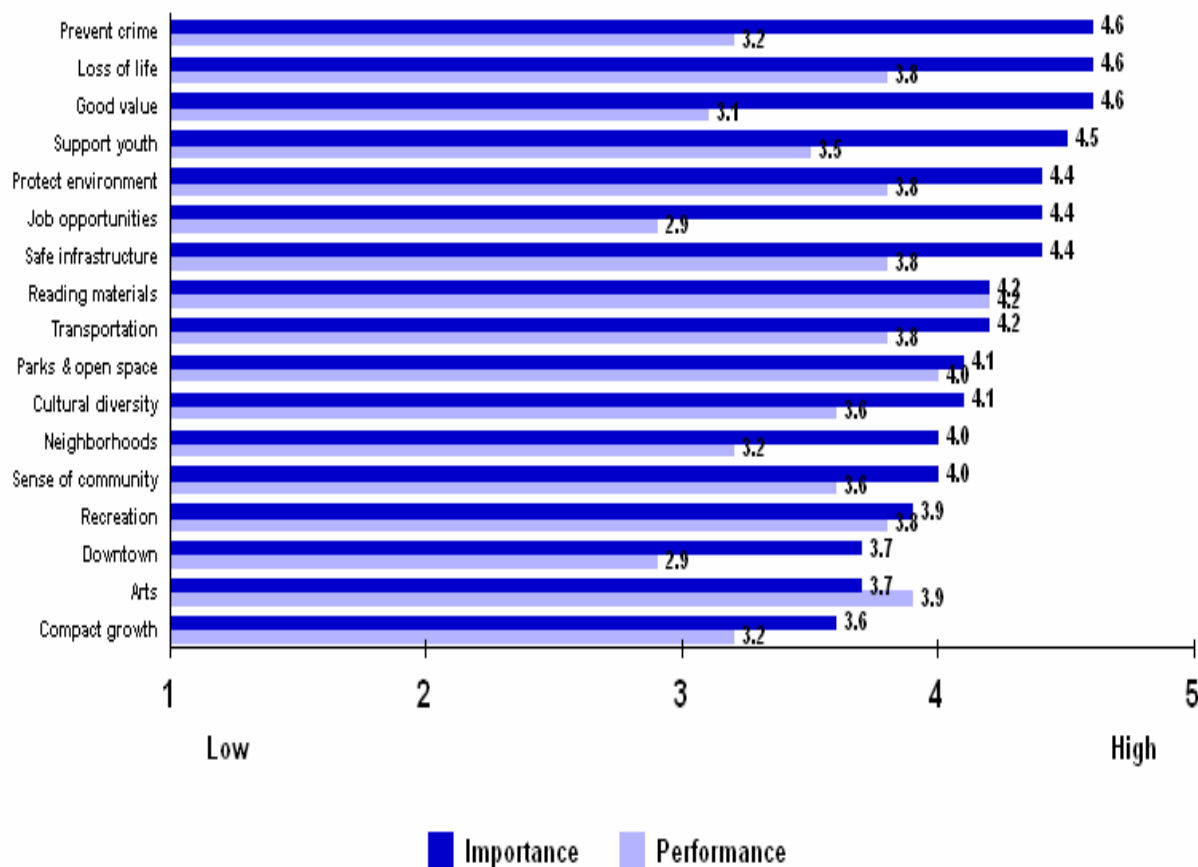
Support the arts

	Importance	Performance	Difference
2006	3.7	3.9	0.2
2004	3.8	4.0	0.2
2002	3.7	3.7	0.0
2000	4.0	3.7	0.3

Achieve compact urban growth

	Importance	Performance	Difference
2006	3.6	3.2	0.4
2004	3.5	3.7	0.2
2002	3.7	3.7	0.0
2000	3.9	3.0	0.9

Community Outcomes Importance vs. Performance

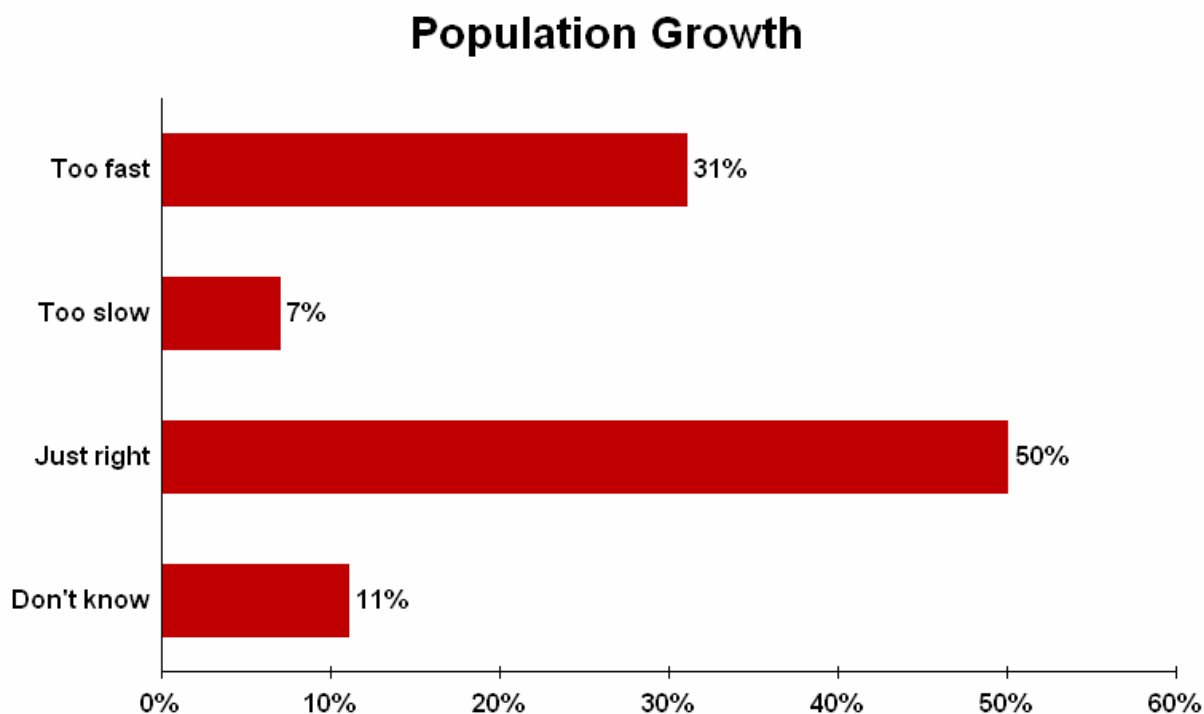


“Improving neighborhoods” is more important to females than to males. “Achieving compact urban growth” is more important to Ward Three residents than to others. “Supporting the arts” is more important to females than to males. “Encouraging cultural diversity and tolerance” is more important to females, 18 to 24 year-olds, and renters than to others. “Preventing crime” is more important to those with children 12 to 17 than to others. “Supporting youth and child development” is more important to females than to males.

Ward Six residents are more likely than others to give the community a rating of “excellent” for “protecting the environment.” Those earning \$15,000 to \$24,999 are more likely than others to give the community a rating of “excellent” for “improving neighborhoods,” and “providing safe buildings and infrastructure.” Renters are more likely than others to give the community a rating of “excellent” for “providing parks and open space.” Non-voters and renters are more likely than others to give the community a rating of “excellent” for “encouraging a sense of community.”

POPULATION GROWTH IN EUGENE (Q44)

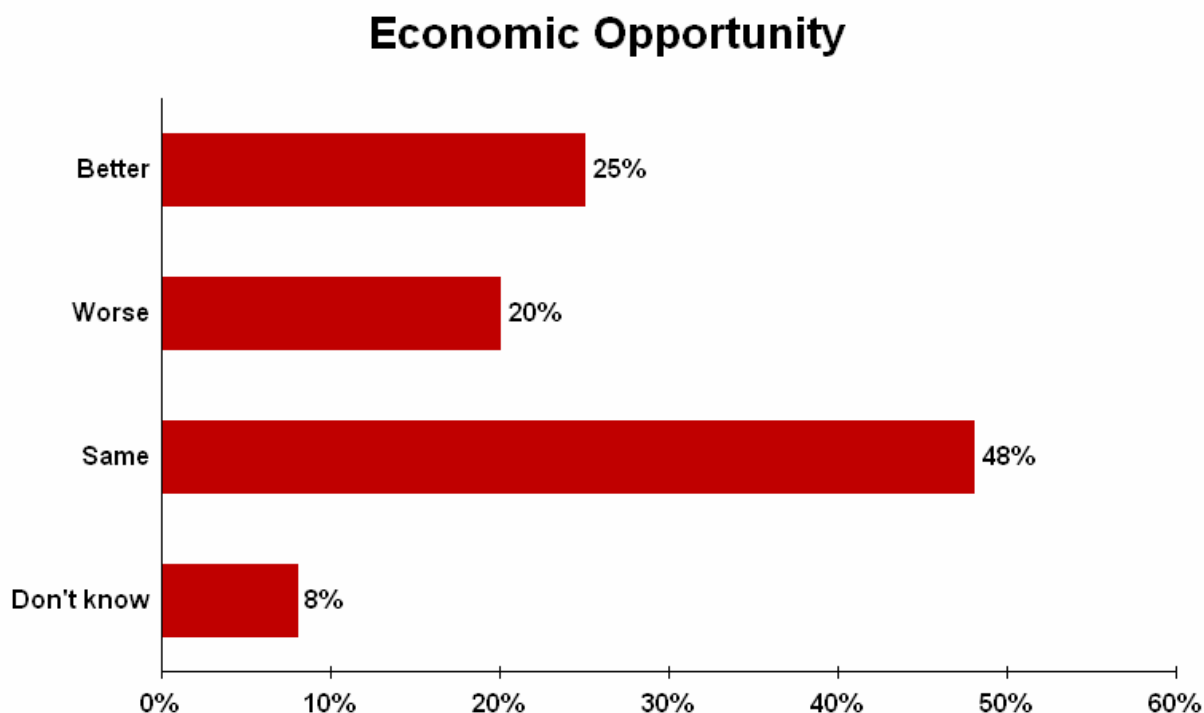
Respondents were asked if population growth and development during the past ten years has been too fast, too slow, or just right. The last decade has seen dramatic fluctuations in how the community feels about the rate of population growth. The percent who feel that population growth in Eugene is “too fast” almost tripled between 1990 and 1999 (from 20% in 1990 to 56% in 1999), and then started dropping, from 56% in 1999 to 30% in 2004, where it remains this year (31%) after a rise to 40% last year.



	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Too fast	31%	40%	30%	32%	31%	36%	46%	56%	56%
Just about right	50	42	55	49	45	51	42	40	37
Too slow	7	8	9	11	7	6	4	2	3
Don't know	11	10	5	7	17	7	8	3	5

ECONOMIC OPPORTUNITY IN EUGENE (Q45)

73% of respondents feel that their economic opportunity in Eugene during the past five years has gotten better or stayed the same, compared with 65% in 2005, 60% in 2004, and 50% in 2003. The percentage of respondents who feel the situation has worsened is currently 20%, down from 26% in 2005, 36% in 2004, and 45% in 2003. The number of respondents who believe that the situation has stayed the same has remained relatively stable since 1998.



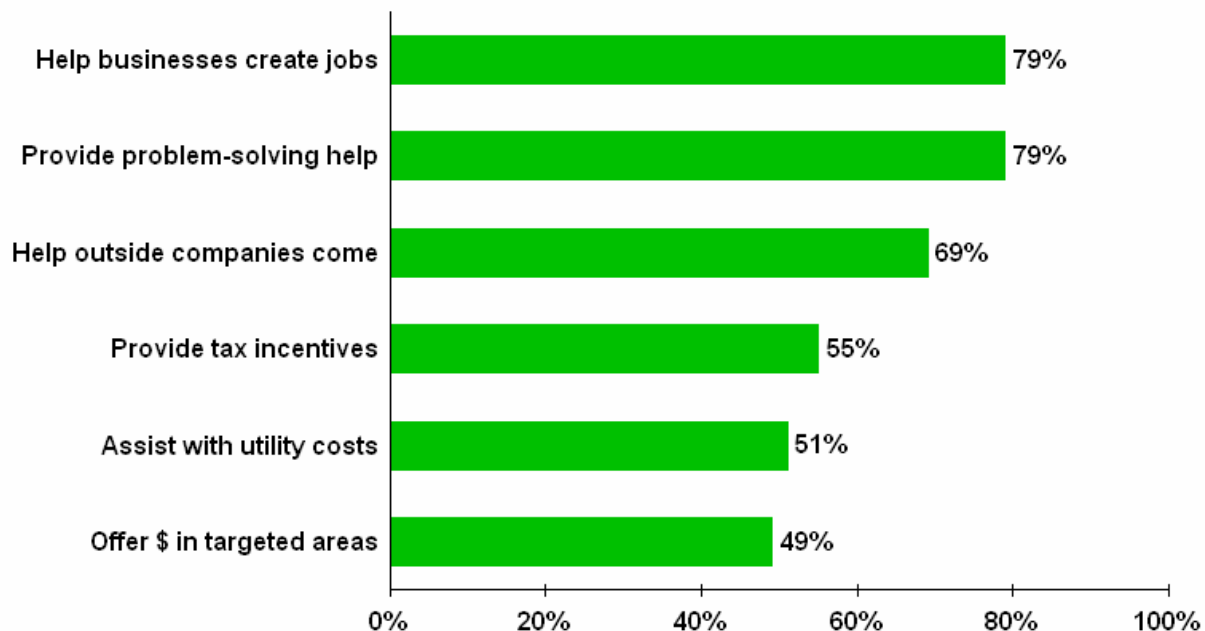
	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Better	25%	18%	17%	9%	14%	22%	26%	38%	45%
Worse	20	26	36	45	35	31	18	12	10
Stayed the same	48	47	43	41	42	45	51	43	42
Don't know	8	8	4	5	9	3	5	7	4

55 to 64 year-olds are more likely than others to feel their economic opportunity has gotten *worse*. Seniors are more likely than others to feel their economic opportunity has *stayed the same*.

CITY'S ROLE IN ECONOMIC DEVELOPMENT (Q46-Q51)

City residents support the concept of the City taking an active role assisting businesses in order to provide more jobs in the community, though the level of support varies significantly depending on what form that assistance takes and whether it is provided to local businesses or outside companies. 79% feel the City should take an active role helping local businesses create and retain jobs (no change from 2005). 79% feel the City should provide problem-solving assistance to businesses for siting, permit, and development issues (no statistical change from 2005). 69% feel the City should take an active role helping outside companies come to Eugene in order to increase economic opportunities (up from 62% in 2005). 55% feel the City should provide tax incentives to businesses creating new jobs (no change from 2005). 51% feel the City should provide assistance with road, sewer, and utility costs to new and expanding businesses (no change from 2005). 49% feel the City should provide financial support to businesses in targeted areas, such as Downtown (no change from 2005).

For Economic Development, the City Should:



Should the city take an active role helping local businesses create and retain jobs?

	Yes	No	Don't Know
2006	79%	13%	8%
2005	79	13	8
2004	86	11	3
2003	88	8	4
2002	76	14	11
2001	78	15	8

Should the city provide problem-solving assistance to businesses for siting, permit, and development issues?

	Yes	No	Don't Know
2006	79%	12%	9%
2005	74	14	12
2004	83	12	5
2003	88	8	4
2002	79	14	7
2001	81	11	8

Should the city help outside companies come to Eugene in order to increase economic opportunity?

	Yes	No	Don't Know
2006	69%	17%	14%
2005	62	25	13
2004	80	16	4
2003	66	21	13
2002	70	18	13
2001	72	21	7

Should the city provide tax incentives to businesses creating new jobs?

	Yes	No	Don't Know
2006	55%	28%	18%
2005	55	32	13
2004	67	29	4
2003	55	35	10
2002	60	27	12
2001	59	30	11

Should the city provide assistance with road, sewer, and utility costs to new and expanding businesses?

	Yes	No	Don't Know
2006	51%	34%	16%
2005	50	33	17
2004	60	34	6
2003	59	32	9
2002	56	31	13
2001	52	35	13

Should the city provide financial support to businesses in targeted areas, such as downtown?

	Yes	No	Don't Know
2006	49%	38%	13%
2005	47	38	15
2004	53	41	6
2003	48	43	9
2002	47	41	12
2001	56	35	9

Those with children under 12 are *more* likely than others to feel the city should take an active role helping local businesses create and retain jobs, and helping outside companies come to Eugene in order to increase economic opportunity. Those with teenage children are *more* likely than others to feel the city should provide problem-solving assistance for siting, permit, and development issues. Those with children under 12 and renters are *more* likely than others to feel the city should provide tax incentives to businesses creating new jobs. Males are *more* likely than females to feel the city should provide assistance with road, sewer, and utility costs to new and expanding businesses.

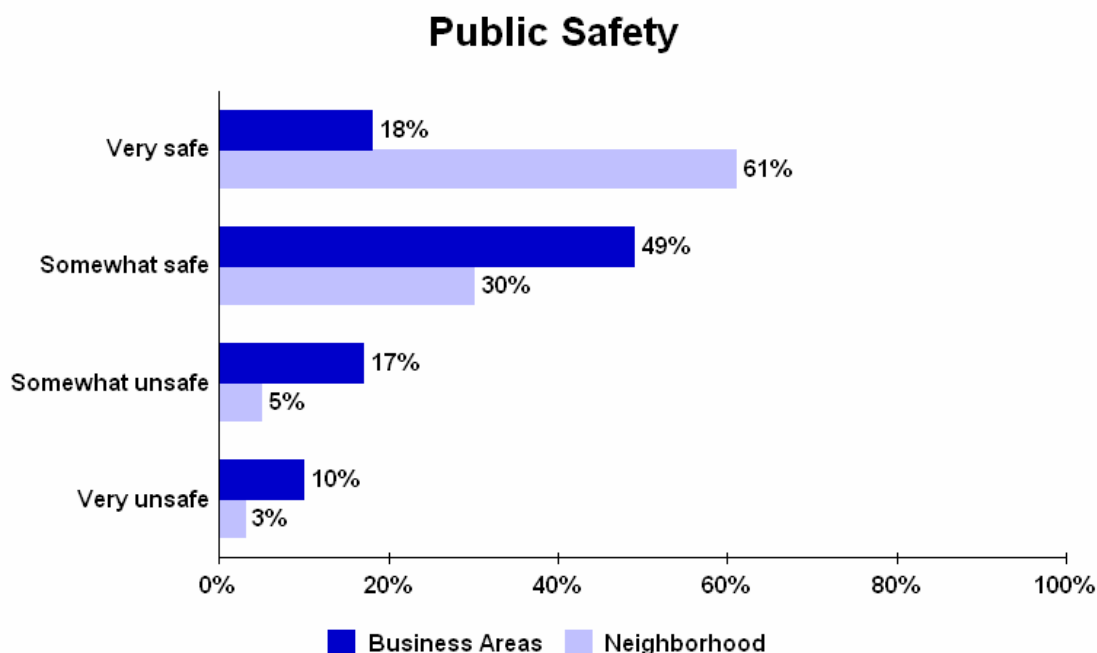
Seniors are *less* likely than others to feel the city should provide tax incentives to businesses creating new jobs. 55 to 64 year-olds and homeowners are *less* likely than others to feel the city should provide financial support to businesses in targeted areas, such as downtown.

PUBLIC SAFETY (Q52-Q55)

91% of respondents feel “very” or “somewhat” safe walking alone in their neighborhood after dark, while 67% feel “very” or “somewhat” safe walking alone in business areas after dark. 18% feel “very” safe after dark in business areas, down from 33% in 2005. 61% feel “very” safe after dark in their neighborhood, the same as in 2005.

Those who feel “very” or “somewhat” unsafe walking alone in business areas after dark (base=80) mainly cite a perceived increase in the number of crimes (21%), homeless or transient people (20%), basic insecurity (19%), or strange people/bad area (18%).

Those who feel “very” or “somewhat” unsafe walking alone in their neighborhood after dark (base=26) mainly cite basic insecurity (31%), or strange people/bad area (27%).



Business Areas

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score
2006	18%	49%	17%	10%	2.8
2005	33	33	17	10	3.0
2004	19	44	20	15	2.7
2003	35	37	14	7	3.1
2002	30	38	20	8	2.9
2001	23	40	20	10	2.8

Neighborhood

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Mean Score (Scale 1-4)
2006	61%	30%	5%	3%	3.5
2005	61	26	6	3	3.5
2004	53	34	8	4	3.4
2003	68	22	7	2	3.6
2002	59	27	8	4	3.4
2001	67	21	7	2	3.6

Seniors, those earning under \$15,000, and females are *more* likely than others to feel very unsafe walking alone in **business areas** after dark.

NEIGHBORHOOD ASSOCIATIONS (Q56-Q57)

67% are aware of their neighborhood association, up from 54% in 2005. An additional 2% are aware of neighborhood associations, but report that theirs is inactive. 31% are not aware of their neighborhood association, down from 41% in 2005.

70% of those who are aware of an active neighborhood association (n=293) feel the neighborhood association is having a positive impact on their neighborhood. 14% do not feel there is a positive impact, while 16% are unsure.

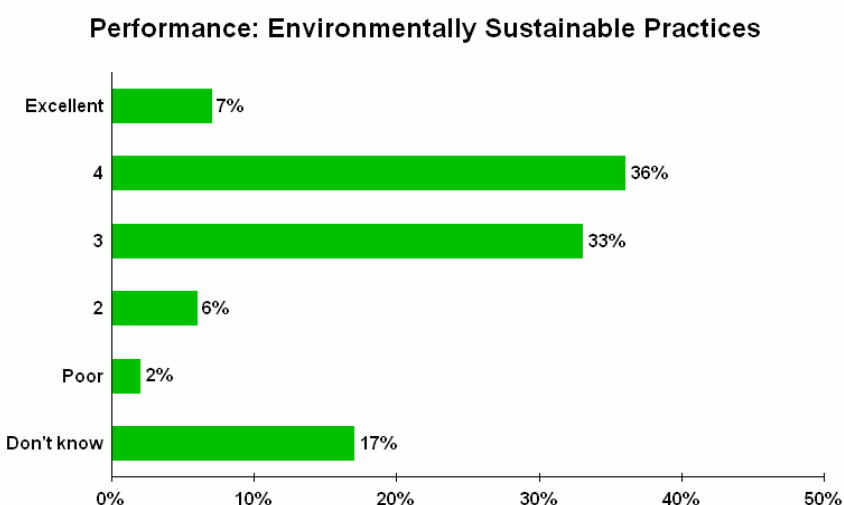
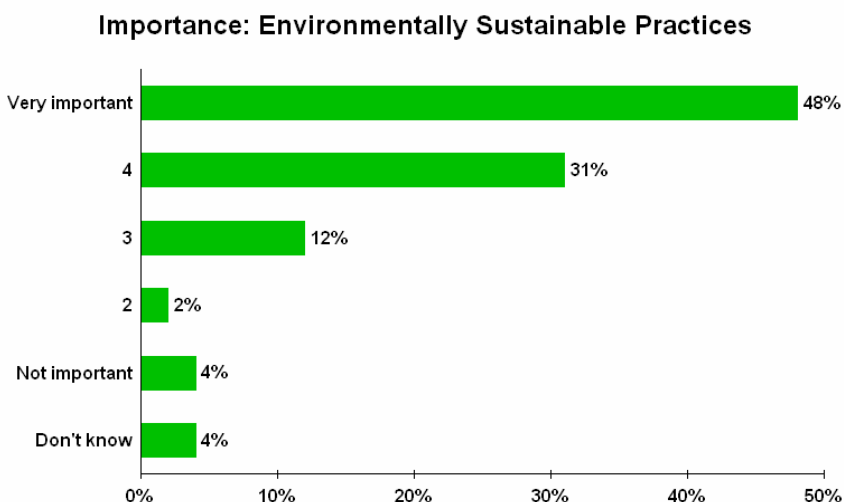
	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Aware	67%	54%	62%	54%	47%	62%	59%
Aware, but inactive	2	4	8	1	10	8	7
Unaware	31	41	29	44	43	28	31
Positive impact	70%	64%	73%	66%	61%	76%	70%
No positive impact	14	17	14	11	16	6	12
Unsure	16	19	11	24	23	18	18

Registered voters and homeowners are *more* likely than others to be aware of their neighborhood association. 18 to 24 year-olds, those with children under 12, those who are not registered to vote, and renters are *more* likely than others to not be aware of their neighborhood association.

Those who always vote are *more* likely than others to say their neighborhood association is having a positive impact on their neighborhood.

CITY'S ENVIRONMENTAL PRACTICES (Q58-Q59)

Nearly half (48%) of respondents say that it is very important that the city engage in environmentally sustainable practices, while only 7% feel that the city is doing an “excellent” job of employing such practices. The importance of the city engaging in sustainable practices has a mean rating of 4.2, compared to a mean rating of 3.5 for the city’s performance in this category.



City's environmental practices

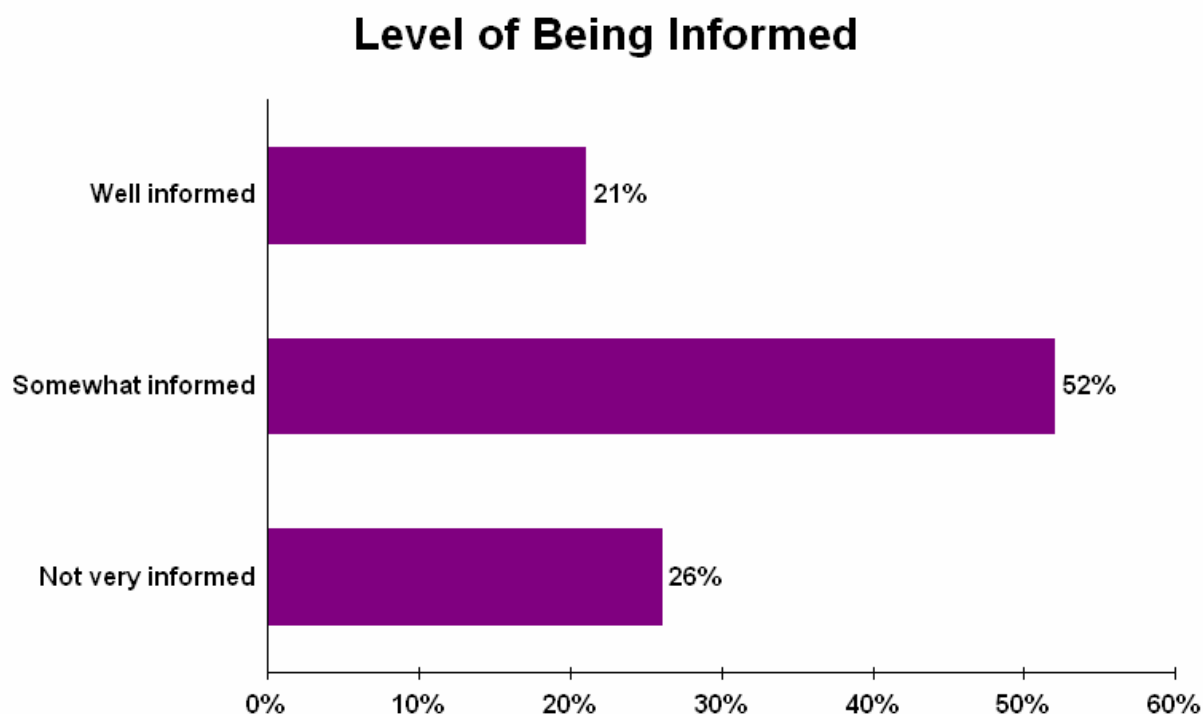
	Importance	Performance	Difference
2006	4.2	3.5	0.7
2005	4.3	3.3	1.0
2004	4.2	3.4	0.8

Ward One residents are *more* likely than others to feel it is very important that the city engage in

environmentally sustainable practices.

LEVEL OF BEING INFORMED (Q60)

73% feel “somewhat informed” or “well informed” regarding Eugene City government issues. 21% feel they are “well informed.”



	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>	<u>1998</u>
Well informed	21%	21%	22%	20%	18%	29%	32%	32%	34%
Somewhat informed	52	50	57	52	59	54	54	55	53
Not very informed	26	27	20	27	22	17	14	12	12
Don't know	1	1	1	1	1	0	0	0	1

Homeowners are *more* likely than others to feel “well informed.” Females and renters are *more* likely than others to feel “not very informed.”

SOURCES OF INFORMATION ABOUT CITY GOVERNMENT (Q61-Q65)

56% of respondents read their neighborhood newsletter in the past year, up from 46% in 2005. 36% visited the City Website on the internet in the past year (up from 24% in 2005). 30% watched government access TV in the past year (down from 37% in 2005). 13% watched “Working City.” 26% did none of the above activities.

	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>
Read neighborhood newsletter	56%	46%	65%	40%	44%	67%	56%
Visited City Website	36	24	35	17	26	22	17
Watched government access TV	30	37	35	37	37	49	59
Watched “Working City”	13	14	12	--	--	--	--
None of the above	26	31	17	42	29	17	18

Those who engaged in the above activities were asked how often they did so. There have been no significant changes in frequency in the past year.

	FREQUENTLY	OCCASIONALLY	SELDOM
Government Access TV			
2006	7	49	44
2005	17	44	39
2004	13	42	45
2003	12	52	36
2002	11	49	40
2001	18	50	32
2000	17	62	21
1999	13	50	37
Neighborhood Newsletter			
2006	60	31	9
2005	52	38	11
2004	50	33	17
2003	53	37	9
2002	44	36	20
2001	64	24	11
2000	50	38	11
1999	66	28	7
Visited City Website			
2006	14	51	35
2005	15	46	39
2004	9	40	51
2003	9	49	41
2002	14	42	43
2001	9	48	43
2000	14	51	35
1999	12	49	39

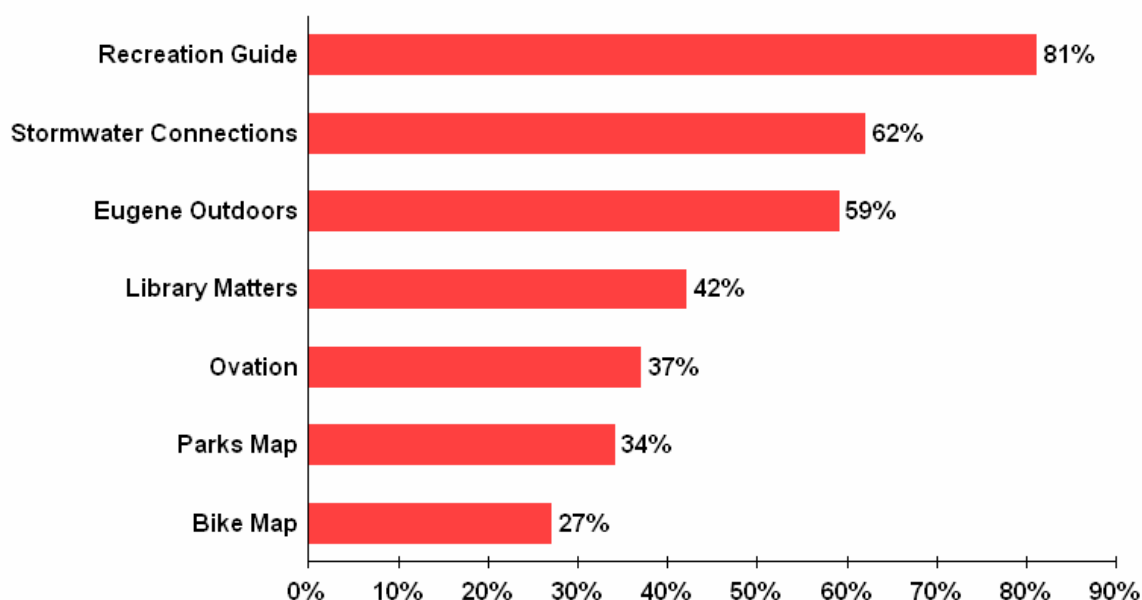
	FREQUENTLY	OCCASIONALLY	SELDOM
Watched "Working City"			
2006	4	59	37
2005	16	40	44
2004	13	52	35

Registered voters and homeowners are *more* likely than others to read their neighborhood newsletter. 25 to 44 year-olds, and those earning over \$75,000 are *more* likely than others to visit the City Website on the internet. Renters and those earning under \$25,000 are *more* likely than others to engage in none of the above activities.

CITY PUBLICATIONS (Q66-Q72)

More respondents recalled receiving the Recreation Guide than any other City publication. 81% of the respondents said they received the City's Recreation Guide in the past year, 62% said they received Stormwater Connections, 59% reported receiving Eugene Outdoors, 42% said they received Library Matters, 37% said they received Ovation (up from 27% in 2005), 34% reported receiving the Parks Map (down from 43% in 2005), and 27% said they received the Bike Map (down from 34% in 2005).

Percent Receiving Publications

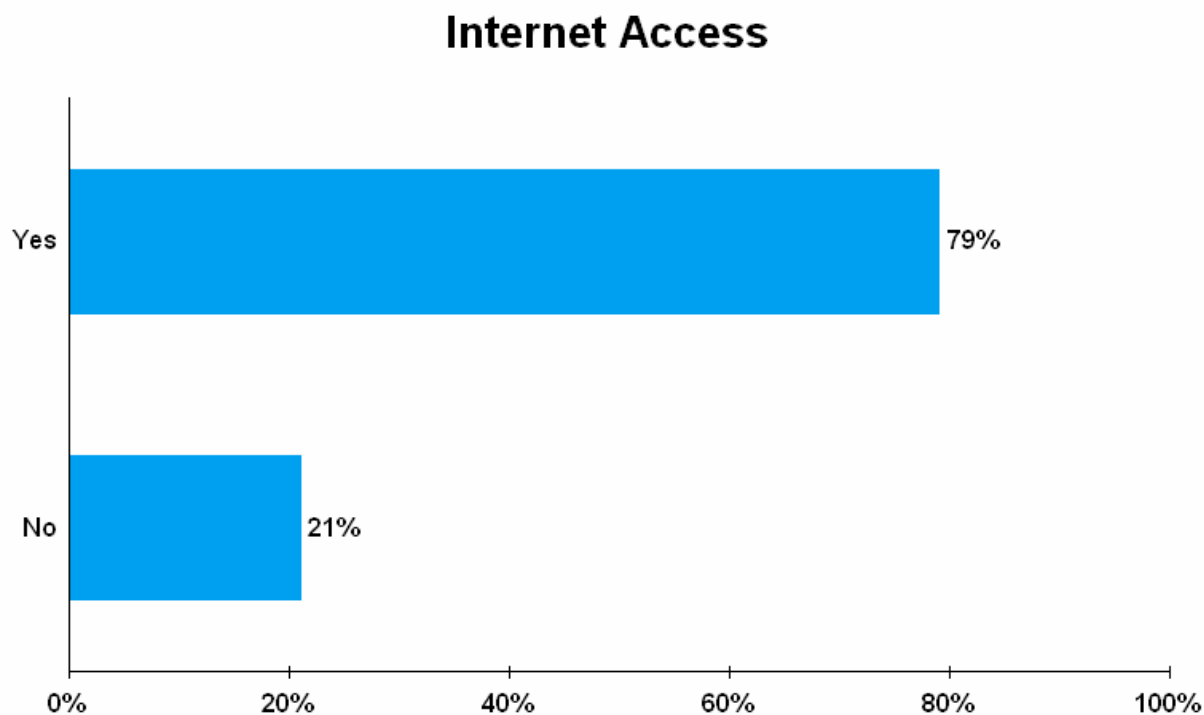


	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Recreation Guide	81%	75%	85%	62%
Stormwater Connections	62	56	56	50
Eugene Outdoors	59	55	59	51
Library Matters	42	41	36	42
Ovation	37	27	24	13
Parks Map	34	43	30	39
Bike Map	27	34	30	35

Homeowners and those earning over \$50,000 are *more* likely than others to have received *Ovation*. Homeowners are *more* likely than others to have received *Library Matters*, and *Stormwater Connections*.

INTERNET ACCESS (Q73)

79% of respondents have internet access at home, up from 64% in 2005.



	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Yes	79%	64%	77%	70%
No	21	36	23	29

35 to 44 year-olds and those earning over \$75,000 are *more* likely than others to have internet access at home. Seniors, those earning \$15,000 to \$24,999, and those with no children are *less* likely than others to have internet access at home.

CITIZEN PARTICIPATION (Q74)

Respondents were asked if they are satisfied with the opportunities for citizens to give input on city decisions. 65% of the respondents are “very” or “somewhat” satisfied with the opportunities provided for citizen input.

	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Very satisfied	16%	13%	13%	20%	19%	26%	30%	31%
Somewhat satisfied	49	49	60	50	47	42	46	43
Somewhat dissatisfied	10	10	17	8	16	16	11	11
Very dissatisfied	7	7	6	8	6	6	6	6
Don't know	18	21	4	13	12	9	7	9
Very or somewhat satisfied	65%	62%	73%	70%	66%	68%	76%	74%
Very or somewhat dissatisfied	17%	17%	23%	16%	22%	22%	17%	17%

CITY GOVERNMENT (Q75)

Respondents were asked if they are satisfied with city government in Eugene. 61% say they are “very” or “somewhat” satisfied with city government in Eugene. 27% are “very” or “somewhat” dissatisfied with city government in Eugene. There are no significant changes from 2005 data.

	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Very satisfied	9%	9%	7%	16%	11%	13%	21%	20%
Somewhat satisfied	52	50	54	48	51	45	50	53
Somewhat dissatisfied	15	17	26	19	23	26	19	14
Very dissatisfied	12	12	11	8	9	12	6	8
Don't know	11	13	2	9	5	5	3	3
Very or somewhat satisfied	61%	59%	61%	64%	62%	58%	71%	73%
Very or somewhat dissatisfied	27%	29%	37%	27%	32%	38%	25%	22%

55 to 64 year-olds are *more* likely than others to be “very satisfied” with city government in Eugene. Those earning \$50,000 to \$74,999, and Ward Eight residents are *more* likely than others to be “very dissatisfied” with city government. Ward Five residents are *more* likely than others to be “somewhat dissatisfied” with city government.

DOWNTOWN EUGENE (Q76)

Respondents were asked if they are satisfied with Downtown Eugene the way it is today. 36% are “very” or “somewhat” satisfied with Downtown Eugene (down from 49% in 2005), and 56% are “very” or “somewhat” dissatisfied (up from 44% in 2005).

	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>2000</u>	<u>1999</u>
Very satisfied	5%	9%	10%	14%	12%	3%	8%	5%
Somewhat satisfied	31	40	39	42	44	24	23	28
Somewhat dissatisfied	27	24	35	24	23	40	27	26
Very dissatisfied	29	20	13	15	12	30	36	35
Don't know	7	7	3	5	9	3	5	5
Very or somewhat satisfied	36%	49%	49%	56%	56%	27%	31%	33%
Very or somewhat dissatisfied	56%	44%	48%	39%	35%	70%	63%	66%

EUGENE COMMUNITY SURVEY – 2006

1. Hello, I'm ____ with Advanced Marketing Research, conducting a public opinion survey for the City of Eugene (about the quality of life in Eugene). Are you 18 or over? (TERMINATE IF "NO").
2. Do you think things in the community are generally going in the right direction, or do you think things are generally heading in the wrong direction?
 - 1() Right direction
 - 2() Wrong direction
 - 3() Don't know/Refused
3. What, in your opinion, is the most important problem facing the community of Eugene?

4. What do you like MOST about living in Eugene? (*Probe and clarify*)

5. Generally speaking, are you satisfied or dissatisfied with the overall level of services provided by the City of Eugene government? (*Then ask:*) Is that VERY or SOMEWHAT (*satisfied or dissatisfied*)?
 - 1() Very **d**issatisfied
 - 2() Somewhat **d**issatisfied
 - 3() Somewhat satisfied
 - 4() Very satisfied
 - 5() Don't know/Ref.

On a scale of 1 to 5, where 1 is not important and 5 is very important, how important to you is it that our community: (READ EACH)

	Not Important				Very Important		Don't Know
	1	2	3	4	5	6	
6. <u>Protect the environment</u>	1	2	3	4	5	6	
7. <u>Improve neighborhoods</u>	1	2	3	4	5	6	
8. <u>Achieve compact urban growth</u>	1	2	3	4	5	6	
9. <u>Develop job opportunities</u>	1	2	3	4	5	6	
10. <u>Provide parks and open space</u>	1	2	3	4	5	6	
11. <u>Support the arts</u>	1	2	3	4	5	6	
12. <u>Provide access to reading and reference materials</u>	1	2	3	4	5	6	
13. <u>Provide an efficient transportation system</u>	1	2	3	4	5	6	
14. <u>Encourage cultural diversity and tolerance</u>	1	2	3	4	5	6	

	Not Important				Very Important	Don't Know
	1	2	3	4	5	6
15. <u>Provide recreation opportunities</u>	1	2	3	4	5	6
16. <u>Prevent crime</u>	1	2	3	4	5	6
17. <u>Minimize loss of life and property due to emergencies</u>	1	2	3	4	5	6
18. <u>Provide safe buildings and infrastructure (e.g., roads, sewer)</u>	1	2	3	4	5	6
19. <u>Promote a sense of community</u>	1	2	3	4	5	6
20. <u>Provide good value for tax dollars spent</u>	1	2	3	4	5	6
21. <u>Support youth and child development</u>	1	2	3	4	5	6
22. <u>Encourage a vital downtown</u>	1	2	3	4	5	6

On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate our community on:

	Poor 1				Excellent 5	Don't Know 6
23. Developing job opportunities	1	2	3	4	5	6
24. (IF 1 or 2:) Why would you give that rating?						
25. Providing good value for tax dollars spent	1	2	3	4	5	6
26. (IF 1 or 2:) Why would you give that rating?						
27. Supporting youth and child development	1	2	3	4	5	6
28. (IF 1 or 2:) Why would you give that rating?						
29. Encouraging a vital downtown	1	2	3	4	5	6
30. (IF 1 or 2:) Why would you give that rating?						
31. <u>Protecting the environment</u>	1	2	3	4	5	6
32. <u>Improving neighborhoods</u>	1	2	3	4	5	6

Don't

- | | Poor | | | | Excellent | Know |
|---|------|---|---|---|-----------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 33. <u>Achieving compact urban growth</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 34. <u>Providing parks and open space</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 35. <u>Supporting the arts</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 36. <u>Providing access to reading and reference materials</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 37. <u>Providing an efficient transportation system</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 38. <u>Encouraging cultural diversity and tolerance</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 39. <u>Providing recreation opportunities</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 40. <u>Preventing crime</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 41. <u>Minimizing loss of life and property due to emergency</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 42. <u>Providing safe buildings and infrastructure (e.g., roads, sewer)</u> | 1 | 2 | 3 | 4 | 5 | 6 |
| 43. <u>Encouraging a sense of community</u> | 1 | 2 | 3 | 4 | 5 | 6 |
44. Do you believe POPULATION growth and development in Eugene during the past 5 years has been too fast, too slow, or just about right?
- 1() Too fast
2() Too slow
3() Just about right
4() Don't know/Refused
45. Do you believe your ECONOMIC opportunity in Eugene during the past 5 years has gotten better, worse, or stayed the same?
- 1() Better
2() Worse
3() Stayed the same
4() Don't know/Refused
46. Should the City take an active role helping local businesses create and retain jobs?
- 1() Yes
2() No
3() Don't know
47. Should the City take an active role helping outside companies come to Eugene in order to increase economic opportunities?
- 1() Yes
2() No
3() Don't know

In order to provide more jobs in the community, should the City:

	Yes	No	DK
48. <u>Provide problem-solving assistance to businesses for siting, permit, and development issues?</u>	1	2	3
49. <u>Provide tax incentives to businesses creating new jobs?</u>	1	2	3
50. <u>Provide financial support to businesses in targeted areas, such as Downtown?</u>	1	2	3
51. <u>Provide assistance with road, sewer, and utility costs to new and expanding businesses?</u>	1	2	3

52. How safe do you feel walking alone in business areas after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?

- 1() Very unsafe
- 2() Somewhat unsafe
- 3() Somewhat safe – SKIP TO Q54
- 4() Very safe – SKIP TO Q54
- 5() Don't know – SKIP TO Q54

53. Why do you feel unsafe? _____

54. How safe do you feel walking alone in your neighborhood after dark, very safe, somewhat safe, somewhat unsafe, or very unsafe?

- 1() Very unsafe
- 2() Somewhat unsafe
- 3() Somewhat safe – SKIP TO Q56
- 4() Very safe – SKIP TO Q56
- 5() Don't know – SKIP TO Q56

55. Why do you feel unsafe? _____

56. Are you aware of your Neighborhood Association?

- 1() Yes
- 2() Aware, but our Neighborhood Association is inactive – SKIP TO Q58
- 3() No – SKIP TO Q58
- 4() Don't know/Refused – SKIP TO Q58

57. Do you feel your neighborhood association is having a positive impact on your neighborhood?

- 1() Yes
- 2() No
- 3() Don't know/Refused

58. On a scale of 1 to 5, where 1 is not important and 5 is very important, how important is it to you that the City engage in environmentally sustainable practices?

- 1() Not important
- 2()
- 3()
- 4()
- 5() Very important
- 6() Don't know

59. On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the City's performance on engaging in environmentally sustainable practices?

- 1() Poor
- 2()
- 3()
- 4()
- 5() Excellent
- 6() Don't know

60. Regarding Eugene City government issues, do you feel you are well informed, somewhat informed, or not very informed?

- 1() Not very informed
- 2() Somewhat informed
- 3() Well informed
- 4() Don't know

61. In the past year, have you: (READ ALL CHOICES; CODE ALL "YES" RESPONSES)

- 1() Watched government access TV on Metro Vision
- 2() Read your neighborhood association newsletter
- 3() Visited the City Website on the Internet
- 4() Watched "Working City" on government access TV
- 5() NONE OF THE ABOVE
- 6() DON'T KNOW

FOR ALL "YES" ANSWERS TO Q61, ASK:

62. Do you watch **government access TV** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don't know

63. Do you read your **neighborhood association newsletter** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently
- 4() Don't know

64. Do you visit the **City Website** frequently, occasionally, or seldom?

- 1() Seldom
- 2() Occasionally
- 3() Frequently

4() Don't know

65. Do you watch **"Working City"** on government access TV frequently, occasionally, or seldom?

1() Seldom

2() Occasionally

3() Frequently

4() Don't know

Have you received the following City of Eugene publications in the past year?

	Yes	No	DK
66. <u>Ovation</u>	1	2	3
67. <u>Library Matters</u>	1	2	3
68. <u>Eugene Outdoors</u>	1	2	3
69. <u>Stormwater Connections</u>	1	2	3
70. <u>Recreation guide</u>	1	2	3
71. <u>Bike map</u>	1	2	3
72. <u>Parks map</u>	1	2	3

73. Do you have Internet access at home?

1() Yes

2() No

3() Don't know/Refused

74. Generally speaking, are you satisfied or dissatisfied with the opportunities provided to the citizens of Eugene to give input on city decisions? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)?*

1() Very **dissatisfied**

2() Somewhat **dissatisfied**

3() Somewhat satisfied

4() Very satisfied

5() Don't know/Refused

75. Generally speaking, are you satisfied or dissatisfied with City government in Eugene? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)?*

1() Very **dissatisfied**

2() Somewhat **dissatisfied**

3() Somewhat satisfied

4() Very satisfied

5() Don't know/Refused

76. Thinking about Downtown Eugene, would you say you are satisfied or dissatisfied with Downtown Eugene the way it is today? *(Then ask:)* Is that VERY or SOMEWHAT *(satisfied/dissatisfied)?*

1() Very **dissatisfied**

2() Somewhat **dissatisfied**

- 3() Somewhat satisfied
- 4() Very satisfied
- 5() Don't know/Refused

77. Please tell me when I read the category that contains your age:

- 1() 18-24
- 2() 25-34
- 3() 35-44
- 4() 45-54
- 5() 55-64
- 6() 65 and over
- 7() REFUSED

78. Do you own or rent your home?

- 1() Own
- 2() Rent
- 3() Don't know/Refused

79. How many people in your household are under age 12? _____

80. How many people in your household are age 12 to 17? _____

81. Please tell me when I read the racial or ethnic group to which you belong:

- | | | |
|-------------------------------------|---------------------|--------------|
| 1() White/Caucasian | 5() Middle Eastern | 9() REFUSED |
| 2() Asian/Pacific Islander | 6() Hispanic | |
| 3() American Indian/Alaskan Native | 7() Multi-Racial | |
| 4() African American | 8() OTHER | |

82. Please tell me when I read the category that best represents your total household income before taxes:

- | | | |
|------------------------|------------------------|-------------------------|
| 1() Under \$15,000 | 4() \$35,000-\$49,999 | 7() \$100,000 or more |
| 2() \$15,000-\$24,999 | 5() \$50,000-\$74,999 | 8() Don't know/Refused |
| 3() \$25,000-\$34,999 | 6() \$75,000-\$99,999 | |

83. Would you be willing to participate in occasional brief Internet surveys on City issues?

- 1() Yes
- 2() No – SKIP TO Q85
- 3() Don't know/Refused – SKIP TO Q85

84. What is your e-mail address? (IF PERSON ASKS FOR A CITY CONTACT:
serviceimprovement@ci.eugene.or.us)

85. THANK YOU FOR YOUR TIME! RECORD THE FOLLOWING FROM THE LIST:
Gender:

- 1() Male
- 2() Female

86. Ward: _____

87. Registered voter?

1() Yes

2() No

88. Number of elections voted in out of the last four:

1() One

2() Two

3() Three

4() Four

5() NONE

89. Political Party

1() Republican

2() Democrat

3() Other

90. Phone # _____

91. Interviewer: _____